

[REDACTED]

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**From:** Owen Ward [REDACTED]  
**Sent:** 26 May 2025 19:19  
**To:** Matthew Kitchener  
**Cc:** Planning  
**Subject:** Objection - 2025/2071/A - 27 Neal Street

[REDACTED]

Dear Matthew,

The Seven Dials CAAC objects to this application.

Shopfronts and signage are a very sensitive issue in this conservation area and there is extensive up-to-date guidance contained in the latest Seven Dials Study which is a material consideration.

The signage is of inappropriate materiality being plastic/aluminium, internal illumination is also generally inappropriate, and the use of 6500K lighting is also excessively cool/blue for a conservation area. 2700K is typical or possibly 3000K is the upper limit.

The proposal is also to install a full-size fascia over the existing timber fascia which should also be strongly resisted given the listed status of the building.

We therefore object.

Owen Ward  
Seven Dials CAAC